



How to Develop an Effective
Capabilities Statement



Northwest Commission APEX Accelerator How to Develop an Effective Capabilities Statement and How to Use it!

Robyn Young, Government Contracting Manager
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Today's Discussion

- What is an APEX Accelerator
- What is a Capability Statement
- Importance of a Capability Statement
- Preliminary Steps
- Content of a Cap Statement
- Designing Elements
- And other important tips

The **Procurement Technical Assistance Program (PTAP)** was authorized by Congress in 1985 in an effort to expand the number of businesses capable of participating in the government marketplace.

Administered through the **Department of Defense**, the program provides matching funds through cooperative agreements with state and local governments and non-profit organizations for the establishment of PTACs to provide procurement assistance.

This APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense.

APEX ACCELERATORS



DOD OSBP APEX ACCELERATORS



90 + PTACs
with over
300 offices



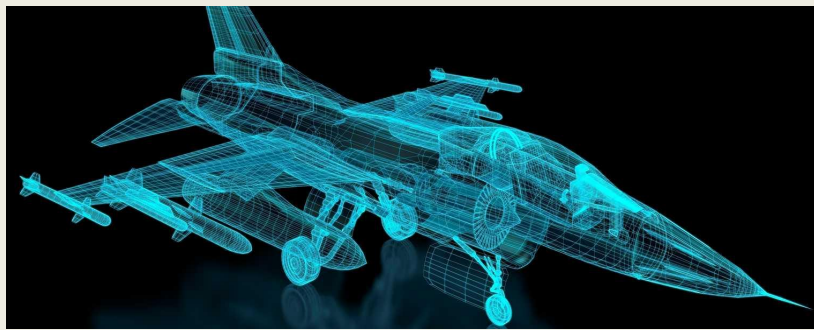
This nationwide program has one common GOAL:
To bring Gov't Buyers together with U.S. Suppliers

Each APEXs mission is to increase government contracts in the region they serve

FREE Services:
One-on-One Counseling & Training

Mission

Serve as the axis for existing and new business to strengthen the defense industrial base by accelerating innovation, fostering ingenuity, and establishing resilient and diverse supply chains.



What is a Capability Statement?



Importance of Capability Statement



Required by most
Government
Agencies/Primes



Foot in the Door



Be Remembered/Stand Out

Importance of Capability Statement

- ❑ Briefing with Contracting Officers/Specialist and Program Managers
- ❑ Sources Sought or Request for Information
- ❑ Procurement Fairs or Networking events
- ❑ Sometimes Required for the Request for Proposal
- ❑ Send to Primes for Sub-contracting Opportunities



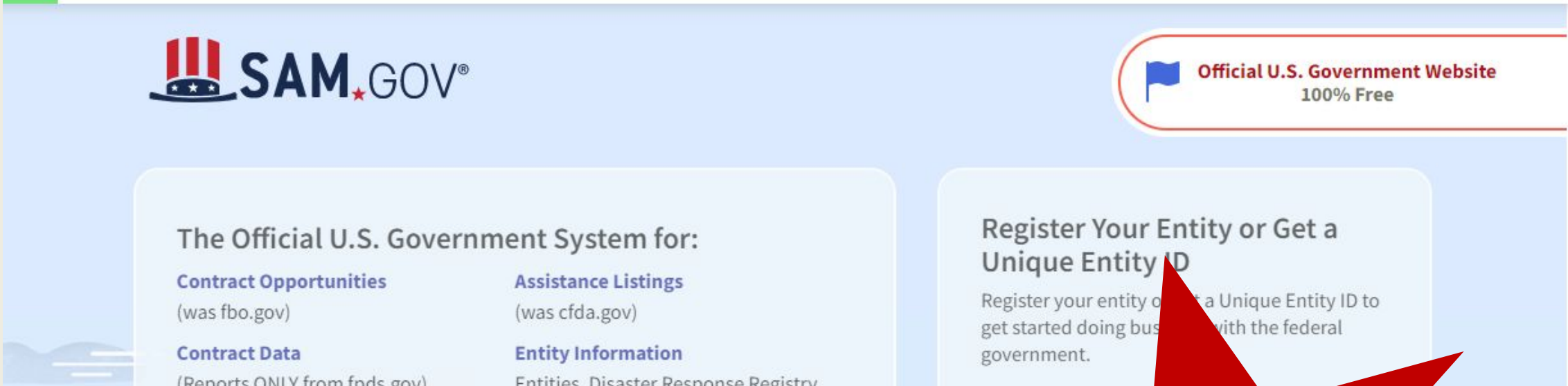
BEFORE YOU START

Gathering the Appropriate Information

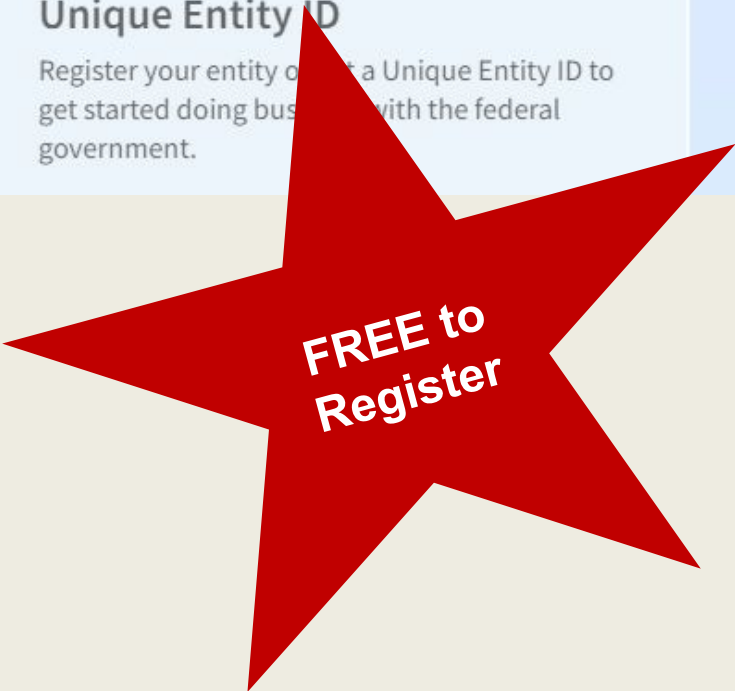


Before you Start – Cage Code & UEI

<https://sam.gov/content/home>




Beware of 3rd Party Companies



Before you Start – Select your Company's NAICS Codes

Enter Keywords
to describe your
product or
service



An official website of the United States government

United States[®]
Census
Bureau

North American Industry Classification System

Main History Development Partners Federal Register Notices FAQs Reference Files ▾ NAPCS

NAICS Search

Enter keyword or 2-6 digit code

2022 NAICS Search Go

Enter keyword or 2-6 digit code

2017 NAICS Search Go

Enter keyword or 2-6 digit code

2012 NAICS Search Go

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard agencies in classifying business establishments for the purpose of collecting statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#) and [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability among the North American countries.

Before you Start –

Select your Company's Product Service Codes (PSC) or Federal Supply Class (FSC)

Product service code (PSC) or Federal Service Code (FSC) is a four-digit code used by all federal government contracting activities for identifying and classifying the services and Supplies & Equipment (S&E) that are purchased under contract.



Product Service Codes (PSCs)

- A - Research and Development
- B - Special Studies and Analyses - Not R&D
- C - Architect and Engineering - Construction
- D - Automatic Data Processing and Telecommunication
- E - Purchase of Structures and Facilities
- F - Natural Resources and Conservation
- G - Social Services
- H - Quality Control, Testing, and Inspection
- J - Maintenance, Repair, and Rebuilding of Equipment
- K - Modification of Equipment
- L - Technical Representative
- M - Operation of Government Owned Facilities
- N - Installation of Equipment
- P - Salvage Services
- Q - Medical Services
- R - Professional, Administrative and Management Support
- S - Utilities and Housekeeping Services
- T - Photographic, Mapping, Printing, and Publications
- U - Education and Training
- V - Transportation, Travel and Relocation
- W - Lease or Rental of Equipment
- X - Lease or Rental of Facilities
- Y - Construction of Structures and Facilities
- Z - Maintenance, Repair or Alteration of Real Property

Federal Supply Codes (FSCs)

- 10 - Weapons
- 11 - Nuclear Ordnance
- 12 - Fire Control Equipment
- 13 - Ammunitions and Explosives
- 14 - Guided Missiles
- 15 - Aircraft and Airframe Structural Components
- 16 - Aircraft Components and Accessories
- 17 - Aircraft Launching/Landing/Ground Handling Equip.
- 18 - Space Vehicles (deleted per 10/1/15)
- 19 - Ships, Small Craft, Pontoons, and Floating Docks
- 20 - Ship and Marine Equipment
- 22 - Railway Equipment
- 23 - Ground Vehicles, Motor Vehicles, Trailers, Cycles
- 24 - Tractors
- 25 - Vehicular Equipment Components
- 26 - Tires and Tubes
- 28 - Engines, Turbines, and Components

Select a category to the left to see its expanded subset of four-digit product supply codes.

Or, search our tables for any supply codes that include your key words:

What are product service codes? Also referred to as federal supply codes, product service codes are used by the United States government to describe the products, services, and research and development purchased by the government. Government procurement specialists and government contractors alike require a solid understanding of these codes in order to produce quality partnerships between buyers and suppliers.

This page is brought to you by OutreachSystems.

Before you Start –

Select your Company's Federal Supply Class (FSC)

Cataloging
HANDBOOK

H2

Department of the Army Supply Bulletin

SB 708-21

FEDERAL SUPPLY CLASSIFICATION

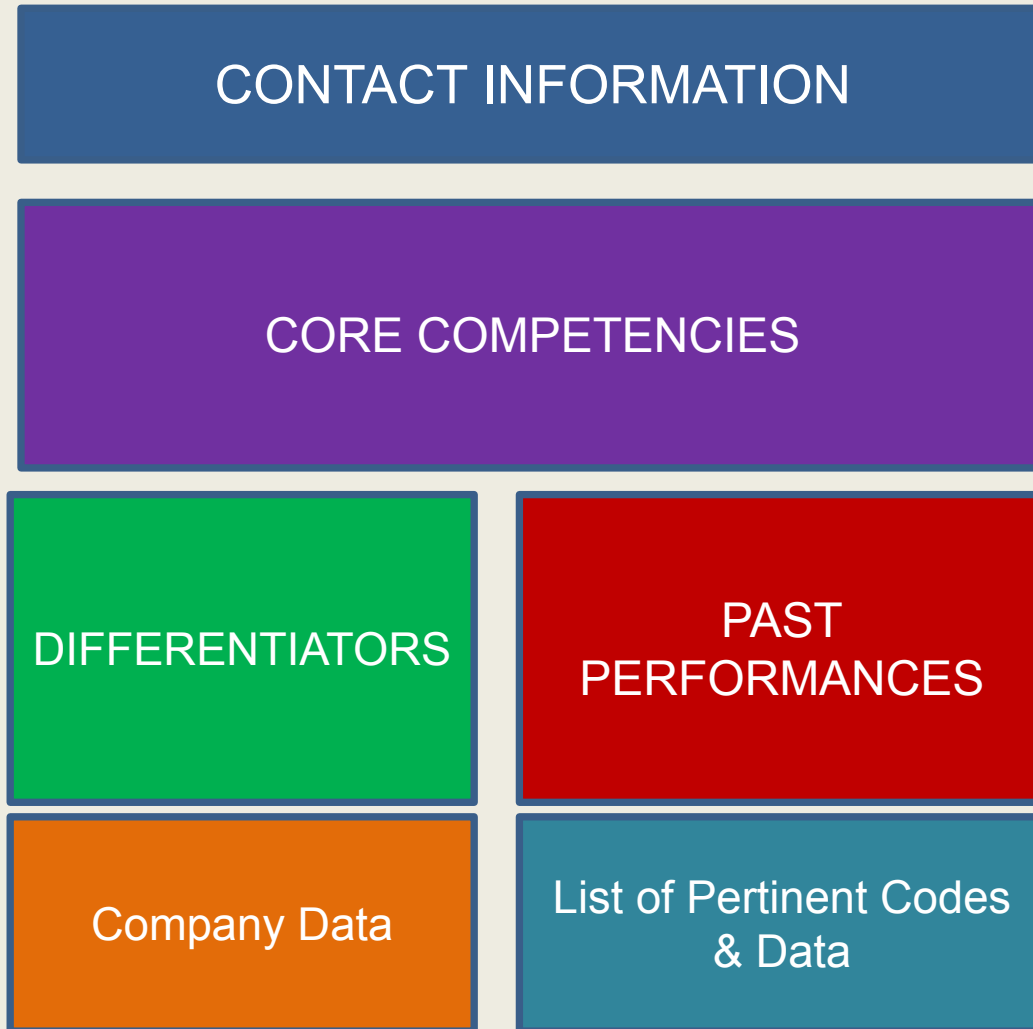
Groups and Classes

https://mn.gov/admin/assets/DISP_h2book%5B1%5D_tcm36-281917.pdf

CONTENT

What does a Capability Statement Look Like?

Capability Statement Content



These are **KEY** elements that the Government agency or Prime Contractor will expect to see on this document.

Capability Statement Contents

CONTACT INFORMATION

- Company's Name
- Website "HYPERLINK"
- Phone Number
- Address
- Contact Person and email address
- Logo

Be sure to label this document
"Capability Statement"
&
label each section

Company logo (if any) Company name Company address Company website Contact information (Name, phone, email)		CAPABILITY STATEMENT
Core Competencies THIS IS YOUR SALES PITCH: Short introduction of the company's core competencies tailored to the customer's/agency's specific needs, followed by strong keyword bullet points.		
Past Performance List past customers for whom you have done similar work. If past projects do not relate to the targeted agency's needs, do not list them. Prioritize by related agency (i.e. federal, state, local, then commercial). Include specific contact information for references: Name, title, email, phone. If your company does not have relevant experience, highlight your team member's experience that indicates your ability to perform	Differentiators (bullets) Identify what makes you different from your competitors and how this benefits the agency. What is unique about your business and why is that important to the customer? Why you can do it better, faster, cheaper, on time? DO YOUR RESEARCH!	
Company Data Very brief company description detailing pertinent data. (American-owned/ Date established/Business entity (Florida LLC 2013) Customers will visit your website for additional information. Make sure your website is always up-to-date and demonstrates a government or business focus.	List Pertinent Codes <ul style="list-style-type: none">• Special Certifications: 8(a), HUB Zone, Woman Owned Small Business (WOSB); Veteran Owned Small Business (VOSB); Service-Disabled Veteran Owned Small Business (SDVOSB); etc.• Dun & Bradstreet (DUNS)• NAICS codes for your primary service or product• CAGE Code, if you have one• GSA Schedule Contract Number(s)• Other federal contract vehicles• State/Local Contract Numbers• Payment requirements, if applicable (Major credit cards accepted)	

Capability Statement Contents

CORE COMPETENCIES

Core competencies (also called “capabilities” or “core capabilities”) are the things your company does best.

This is your Sales Pitch:

Short introduction of your company’s core competencies that **relate to the agency** or prime you are targeting followed by **strong keyword bullets.**

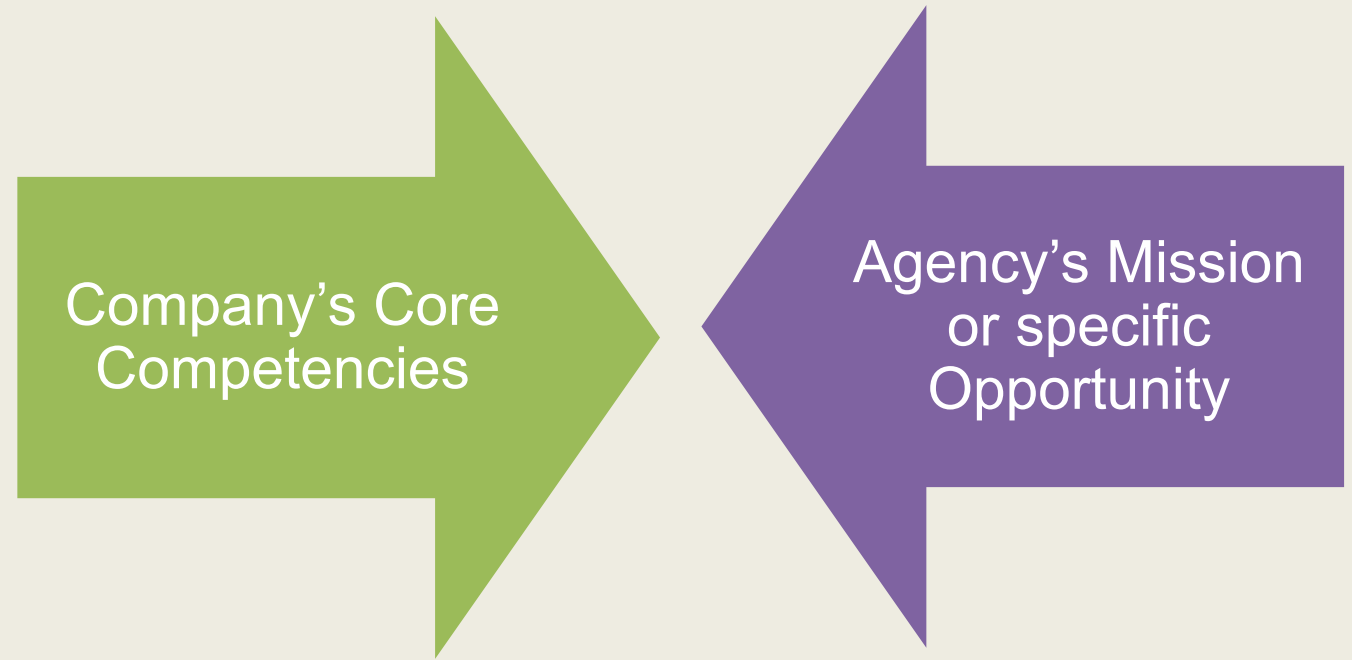
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CORE COMPETENCIES SECTION

Example:

McCloskey Excavations LLC provides high quality civil construction capabilities and our civil construction scope of work includes:

- Sub divisions
- Mine Site works
- Road works
- Industrial and commercial site preparation
- Water storages
- Pipe laying
- Sewerage and water treatment
- Supply of blue metal aggregates



DIFFERENTIATORS SECTION

A differentiator can be defined as the business attribute(s) and/or unique value that clearly **separates it** from the **competition** in a particular marketplace.

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DIFFERENTIATORS SECTION

Questions to ask yourself:

Why did your biggest customer want you?

How and Why is your company the best choice?

What is it about your employees that give you the advantage over your competitors?

How do you solve a unique problem for your customers?



DIFFERENTIATORS SECTION

Product

- Added features
- Made with a special material
- Performance
- Special machinery or equipment to make product special
- Delivery of the product
- Professional Expertise

Service

- Quality Assurance
- Installation – special equipment
- Delivery of the service
- Certified Specialist



**CYBER SECURITY
DFARS
COMPLIANT**

DIFFERENTIATORS SECTION



Other examples of what can make your company different:

- Location
- Training
- ISO
- Relationships
- Experience

How do these relate to the targeted Agency, Prime or Team?

DIFFERENTIATORS SECTION

Differentiators must meet three important principles:



It must be true information

It must be important to potential clients

It must be provable

DIFFERENTIATORS SECTION

Differentiators are NOT:

- Socioeconomic certifications
- Vague Statements or words – such as Best in class or World Class
- One type fits all
- Years of experience



DIFFERENTIATORS SECTION

Example:

Our company has the largest painting and media blasting booths in the **Northwest PA Region**.

- Our paint booth is 20' wide x 55' long and 14' tall
- Our sand and media blasting booth is 20' wide x 70' long x 16' tall

Bottom line – We can sandblast and paint anything that can be transported

Remember – this information must be provable; so when you are meeting face to face with the Government or a Prime, make sure you can back up this information up.

Tips:

Hard for your competitor to copy

Identify your company's key internal strengths

PAST PERFORMANCES

Provide three or four agencies or customers you have done business with, starting with those as similar to your target agency as possible.

If you haven't done other federal work, provide state or local government or commercial references.

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PAST PERFORMANCES

- Begin by listing past customers for whom your business has done similar work.
- Prioritize starting with the related agency
- List all federal or other government work and finally to commercial contracts.
- If the past projects do not relate to the targeted agency's needs, **do not list them.**
- Ideally, include specific contact information for each that may be used for immediate references. ***(May not always be permitted to use – check with the contact first)***
- Include name, title, email and phone number.



Company Data

Company data (also called “corporate data” or “business information”)

Provide a sentence or two describing your company’s:


- History
- Size of your firm
- Financial stability
- Number of employees
- Teams
- Geographic area you serve

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List of Pertinent Codes & Data

List of Specific Pertinent Codes and Data:

- Unique Entity Identifier (UEI)
- CAGE Code
- NAICS - (a reasonable number, fewer than 15)
- Socio-economic certifications: 8(a), HUBzone, SDVOB/VOSB, WOSB/WBE etc.
- Accept Credit and Purchase Cards
- GSA Schedule Contract Numbers
- Product Service Codes or Federal Supply Class (PSC & FSC)
- COSTARS or ITQ
- Other federal contract vehicles
- BPAs and other federal contract numbers
- Pertinent teaming agreements

	
Company logo (if any) Company name Company address Company website Contact information (Name, phone, email)	CAPABILITY STATEMENT
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List of Pertinent Codes & Data

Never put highly sensitive information on this document

**Federal Employer Identification
Number (FEIN or EIN)**

Or

Social Security Number

BE CAREFUL

**THINK BEFORE
YOU ACT**

DESIGNING ELEMENTS

Other Important Tips



3 Important Tips When Tailoring Your Capability Statement

Use the government's language

Past Performance is Relevant

Differentiators match needs

Other Important Tips

- Tailor a Cap Statement for each agency you want to target
- Have a **General one** on hand just in case



Gather important information:

- Review Targeted Agency or Prime's Website – News Headlines, Doing Business with, google latest articles within your industry
- Check out Forecasts (agency websites) or Sam (Contracting Opportunities)

Designing Elements

If your cap statement looks messy, then it could reflect how the reviewer looks at your company – messy, unorganized.



WTF (Arial)

WTF (Helvetica Neue)

WTF (Tahoma)

TIPS:

- Use your company's LOGO, Branding and Colors
- Do NOT use long paragraphs – bullets are best
- Use FONTS that are “Easy to Read”
 - Not too small
 - Use Sans Serif fonts (not extending the end strokes)
- Don't jam information together – make use of white space
- Don't be too wordy
- One page ONLY but no more than front and back

Good and Bad Example

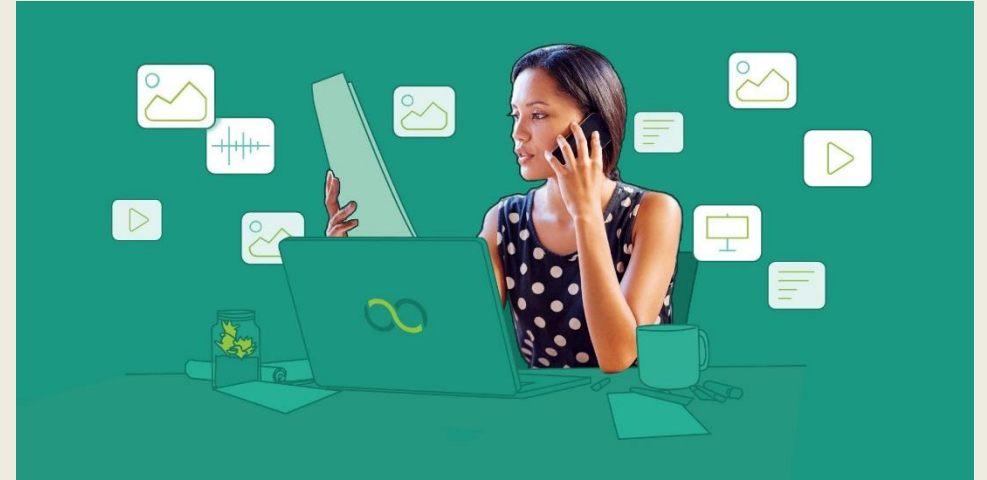
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**First Impressions
are everything**



- **Use a designing/graphics company** – if you or no one in your company has the ability, or
- Hire a Marketing or Communication **intern** from a local university or community college

Remember to

- Save as Word doc - in order to make changes easily
- Have it available in a PDF format to send out electronically

Other things to consider:

- Never use a Government Agency LOGO
- Put yourself in the eyes of the reviewer
- Have someone review a draft to look for common mistakes
- Is your Capability Statement easy to understand
- Place your Capability Statement on your website
- Use the government's terminology

You got this!!



Doing business with the government is highly competitive – Don't just throw something together.....take the time, make the effort and put in the extra mile to create the best **Capability Statement possible.**



Find your local **APEX Accelerator** (formerly known as PTAC)

<https://www.aptac-us.org/find-a-ptac/>

Thank You!

Robyn Young, Government Contracting Manager
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